



Cruise Weekly today

Cruise Weekly today features three pages of all the latest cruise news.

RSSC webinars

REGENT Seven Seas Cruises (RSSC) is hosting a webinar series to support its 2028-29 voyage collection launch.

Travel partners and their clients are invited to uncover new itineraries, exotic ports, and immersive shore excursions as part of the series, as well as the launch of RSSC's *Seven Seas Prestige*.

The online sessions will take place on 21 May, with the dedicated trade session hosted by RSSC's luxury sales team at 12pm AEST register [HERE](#).

Attendees will gain a comprehensive overview of the new season collection, including key highlights, compelling selling stories, and practical strategies to confidently position RSSC's luxury offering to clients.

Advisors will also receive access to an exclusive event-only offer.

This will be followed by a webinar for guests at 2pm AEST - [CLICK HERE](#) to register.

The session aims to spark interest and drive demand, giving travel advisors an opportunity to follow up and convert enquiries into confirmed bookings.

Clients in attendance will also be eligible for an exclusive, event-only offer.

A suite of marketing assets, including a mini toolkit, will soon be available [HERE](#).

New Aza ships still possible



EXCLUSIVE

BUILDING or acquiring ships is not out of the question for Azamara, despite the cruise line embarking on its largest renovation program in its history, CEO Dondra Ritzenthaler has revealed to *Cruise Weekly*.

The US\$80 million (A\$111 million) investment project, dubbed 'Azamara Forward', will see each of the cruise line's four ships upgraded and reimagined with new dining and bar venues - but if the right opportunity presents itself to expand the fleet further, Ritzenthaler said she will not hesitate.

"People say 'so you're just going to do this for your four existing ships', and I want to be really clear that, no, that is not what my desired goal is," she said, speaking exclusively to *CW*.

"We're heads down on these four ships, but at the same time, we continue to see what we need for the future, whether we need to grow with acquisitions or newbuilds," Ritzenthaler added.

"We're going to continue to deliver on what we promise, while at the same time, we're

going to look for opportunities that let us grow," she emphasised.

The fruits of the Azamara Forward program will debut in Dec aboard *Azamara Quest*, with the ship to receive an all-new Penthouse Deck on its highest level, which will feature 10 Grandview Suites and two ultra-luxurious Panorama Suites, offering 270-degree ocean views, a walk-in closet, an oversized spa-inspired bathroom, and more.

Other upgrades across the fleet will include a new Chef's Table restaurant, which expands on the brand's French, Italian, and signature Chef's Table concepts, and will introduce a rotating series of themed menus inspired by the regions the line visits.

Ritzenthaler also hailed the work done by the Australian office to grow the market into one of Azamara's most important.

Australia, once a distant third, is now roughly on par with the United Kingdom and Ireland as Azamara's second most productive market, she said.

More than 80% of the cruise line's guests book through an agent, Ritzenthaler added. *MS*

Seeker-ing Alaska

WINDSTAR Cruises' new *Star Seeker* has begun her inaugural Alaska season (*CW* 02 Feb), and has opened bookings for its 2028 program in the destination.

The inaugural season will take place from May to Aug, with cruises primarily operating between Vancouver, Juneau, and Seward, before *Seeker* repositions to Japan.



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Viking gets bus-y

VIKING has introduced its first fully electric motor coach in Europe, becoming the first cruise line to do so.

The vehicle is now in service in Vienna, with additional coaches planned in the future.

First season of *Adventurer*



ATLAS Ocean Voyages has unveiled its 2028-29 inaugural season of *Atlas Adventurer*, which will include the cruise line's first-ever Asia and Africa expeditions.

The new collection of 16 voyages will debut in Nov 2028, when the world's-largest luxury expedition sailing yacht will have her first guests embark, with general sales opening on 10 Jun.

Adventurer's inaugural season will begin on 06 Nov 2028 in Kobe, and culminate in late spring 2029 in Athens.

New ports across Southeast Asia and East Africa include Indonesia, Thailand, Madagascar, and Kenya.

Shoreside experiences will see guests immerse themselves in Thailand's culinary scene in Bangkok; experience the crystalline waters of Palawan, Puerto Princesa, and Boracay in the Philippines; and take part

in marine safaris and whale-watching in Mossel Bay.

Atlas has also introduced a collective of 'Extraordinary Expeditions' - extended voyages of 40 nights or more - including Bangkok-Singapore, Bali-Mombassa, Cape Town-Athens, and Kobe-Cape Town.

These all include exclusive amenities such as ground transfers, special events, and commemorative gifts.

"With *Atlas Adventurer*, we are introducing entirely new destinations while staying true to our ethos of delivering deeply immersive, culturally rich journeys," president & chief executive James Rodriguez said.

"These voyages are designed for discerning travellers seeking both discovery and refinement in some of the world's most compelling destinations," he added. *MS*

Swan guarantee

SWAN Hellenic has announced a price guarantee against rising fuel costs, with agent benefits also unchanged.

The cruise line will absorb any increases itself, applying to all sailings aboard its fleet.

Swan Hellenic's guarantee includes its last-minute 'Arctic Uncovered' bookings, while agent commission remains unchanged at a US\$500 per person booking.

"Every Swan Hellenic journey through the Arctic summer is a one-of-a-kind experience that transforms the soul, leaving you inspired and forever changed," chief commercial officer Mario Bounas said.

"We don't want anything to interfere with that, which is why we're now offering a price guarantee to protect our guests from rising fuel costs.

"We'll absorb any increases ourselves so our guests can relax and focus on what's important," he added.



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Coastal Cruiseabout

CRUISEABOUT has opened its ninth store at Erina Fair Shopping Centre on the Central Coast.

The store's official opening, which took place this week, was attended by Central Coast mayor Lawrie McKinna, alongside several customers and cruise line partners.



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A BRITISH sailor is preparing for his second attempt at crossing the Atlantic Ocean in what would be the tiniest boat to ever achieve the feat.

The vessel, *Big C Atlantic Challenge* (pictured), measures just 1.17 metres, and will be captained by Andrew Bedwell.

He will embark from Argentina, Canada, on his record-breaking attempt, which would see him cover 3,000 kilometres.

Bedwell's first attempt to do so in 2023 barely got off the ground, when his maiden vessel, *Big C*, was accidentally dropped onto concrete and smashed into pieces.

A successful crossing would smash the previous record of 1.63 metres, set by Hugo Vihlen in 1993.



Oceania gets festive



OCEANIA Cruises has revealed its holiday and New Year voyage lineup for the 2026/27 and 2027/28 seasons across Australia, Asia, Europe, and the Americas.

Ranging from one week to nearly 40 days, the itineraries feature live holiday music and performances, specialty festive cuisine, champagne toasts, and nightly menorah lightings throughout Hanukkah.

The holiday voyages will be operated by almost the entire Oceania fleet, including the newly launched *Oceania Allura*.

Festive voyages the following year will introduce sailings aboard *Oceania Sonata* and *Oceania Aurelia*, with both vessels set to

debut in 2027.

Select itineraries include overnight stays in ports such as Barcelona, Bali, and Singapore, as well as scenic cruising experiences, including through the Panama Canal.

"Our holiday voyages are designed to combine the traditions of the festive season with the excitement of global exploration," chief luxury officer Jason Montague said.

"Whether guests are toasting the New Year in a vibrant city or spending Christmas Day in a remote tropical paradise, these sailings offer a rare opportunity to celebrate in extraordinary surroundings," he added. *MS*

Ama gets leads

AMAWATERWAYS has launched a new travel advisor marketing solution with Approach Guides, which will offer its partners co-branded marketing web pages designed to drive bookings.

The new partnership enables advisors to instantly create the co-branded marketing pages highlighting AmaWaterways' journeys, immersive shore excursions, onboard experience, and promotions.

Each page can be personalised with the advisor's branding and contact information, allowing them to share curated content with clients and capture leads directly, without logins, integrations or technical setup.

The service is now available and free to all advisors, who can access their personalised AmaWaterways content experience [HERE](#).

AmaWaterways is the latest cruise line to partner with Approach Guides, following Azamara, Silversea, Explora Journeys, and Nat Geo-Lindblad Expeditions.



LUXURY CRUISING REDEFINED

AmaWaterways MD for ANZ **Steve Richards** on the new luxury cruisers.

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