



Cruise Weekly today

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

NZCA states goals

THE New Zealand Cruise Association (NZCA) has launched its *Horizon 2* strategy, which will be focused on rebuilding deployment and long-term managed growth, with visitation down 40%.

The NZCA is targeting NZ\$1 billion (AS\$20 million) in cruise expenditure by the end of the next decade.

New Zealand is also aiming for a net-zero cruise sector supply chain by 2050, and a 90% satisfaction rate for cruise visitors to the country.

Ponant Inuit-led cruises



PONANT Explorations has unveiled two new Inuit-led Arctic voyages with polar expertise company SEDNA, departing in spring 2027.

The voyages aboard *Le Commandant-Charcot* (pictured) have been added following the success of the inaugural departure this year, and have been co-created with Inuit communities in Greenland.

Guests will experience daily life in the High Arctic through immersive experiences designed and led by local villagers and hunters, such as dog sledding, kayaking, ice fishing, ski touring, overnight stays in traditional Inuit tents, and evenings hearing stories and legends passed down by locals.

The departures will take place in Apr 2027 and offer access to remote regions of Greenland otherwise inaccessible to conventional expedition vessels at this time of year.

"These meetings and activities are the initiative of the Greenlanders, who are fully involved in sharing their way of life," SEDNA co-founder Nicolas Dubreuil said.

"I'm delighted to see guests so deeply affected...they challenged themselves and discovered the

true spirit of these wonderful people, masters of adaptation. Qujanaq," he added.

The first voyage, 'Encounter with the Last Guardians of the North Pole', cruises round trip from Nuuk for 13 days, departing 04 Apr for \$27,310 per person - **CLICK HERE** for more.

Following this will be 'Beyond the Inhabited World, also sailing round trip from Nuuk, departing from 16 Apr for 13 days from \$32,951 per person - **CLICK HERE**.

The two voyages can also be booked as a 26-day back-to-back, which includes a 10% price reduction on the first voyage.

CLICK HERE to see all of the season's departures.

MEANWHILE, Ponant also unveiled its initial release of 2028 voyages, which include an all-new solar eclipse itinerary in Western Australia's Kimberley region, along with a number of returning favourites (**CW** 04 May).

'Solar Eclipse on Western Australia's Kimberley Coast' is a 10-night voyage in the Kimberley from 19-29 Jul 2028 aboard *Le Jacques Cartier*, which is timed to coincide with the total solar eclipse on 22 Jul.

The Darwin-Broome cruise includes a five-minute viewing of the 22 Jul 2028 eclipse. *MS*

NCL flaunts APAC

NORWEGIAN Cruise Line (NCL) has released its 2026-28 Asia-Pacific Cruising Guide, showcasing sailings across Australia, New Zealand, the Pacific Islands, and Asia.

The brochure is designed for the trade to showcase trips aboard three vessels: *Norwegian Jade*, *Pride of America*, and the returning *Norwegian Spirit*.

It also contains destination spotlights and ship and port highlights, allowing for clients to pick their perfect trip.

Sailings booked with the guide will also include NCL's Free at Sea package, including unlimited premium beverages, and a specialty dining package.

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Azamara rolls out new entertainment

AZAMARA Cruises' *Azamara Journey* has debuted its new entertainment experiences at sea following the program's first appearance aboard *Azamara Pursuit* last month (CW 21 Apr).

The new original stage productions, created in partnership with RWS Global, have now debuted aboard a second Azamara ship, combining live music, immersive storytelling, dynamic performances, and cinematic visuals.

Guests aboard last week's 'Spain Intensive Cruise' on *Journey* were the first to experience the two new productions: *Rendezvous in Paris* and *Cinemaphonic* - alongside *Written in the Stars* and *Vinyl Records: The Studio Sessions*, which are also being rolled out fleetwide.

Rendezvous in Paris is described as a sophisticated cabaret that reimagines a Parisian dream,



inspired by other famous cabarets such as Theatre du Lido and the Blanc de Blanc.

Meanwhile, *Cinemaphonic* is a high-energy musical revue following four starry-eyed dreamers from casting calls to award shows.

The new productions will continue rolling out to Azamara's other ships, such as *Azamara Quest* on 26 Nov and *Azamara Onward* on 13 Apr.

"Entertainment is an essential part of the onboard experience, and we're excited to continue evolving our programming aboard *Azamara Journey*," VP hotel operations Simon Blacoe said.

"These new productions bring together incredible talent, memorable music, and immersive storytelling to create dynamic performances that guests can enjoy throughout their sailing," he said. *MS*

Business on board

CT PARTNERS has revealed it will host this year's annual conference on board The Ritz-Carlton Yacht Collection's newest vessel *Luminara*, under the theme 'The Art of Travel'.

From 15-20 Nov, the event will kick off in Shanghai with the network's AGM and conference, before delegates board *Luminara* for a three-night voyage to Hong Kong.

The superyacht features more than 700 works of art - the inspiration behind CT's conference theme.

During the cruise, attendees will engage in member and supplier meetings and business sessions, concluding with a Met Gala-themed dinner and awards ceremony.

CT Partners CEO Matt Masson said *Luminara* "is the most extraordinary stage we could have chosen".



What's New for 2027

- NEW Star-Ship Emerald Lumi
- NEW Seine River Cruising
- NEW Dutch & Belgian Waterways
- NEW Themed Cruises

NEW Europe River Cruising 2027 brochure out now



Rhine, Main, Moselle and Danube, Rhône & Saône, Seine & Douro Rivers

[Click for new brochure](#)



NORWEGIAN Cruise Line (NCL) has been applauded by travellers for enforcing a stricter crackdown on chair hogging.

The cruise line's crew members have reportedly been using stickers to mark reserved chairs and checking an hour later to see whether those chairs are still empty.

If they are, staff would remove towels and personal items from seats so that other passengers could use them.

Travellers took to social media to praise NCL's actions, with some saying they hope other cruise lines follow suit.

"Either your butt is there or it's not your chair" and "peace at last" were some of the comments on Instagram.

Another astutely pointed out that "if people would just be courteous, you wouldn't have [this] situation...take your stuff with you, be respectful".

According to NCL's Guest Conduct Policy, guests are not permitted to reserve pool, deck and theatre chairs, with chair-hogging falling under the "discourteous and disruptive behaviour" category alongside toppers sunbathing.



Viking Alaska season starts



VIKING'S Alaska season got underway today, with longer cruises gaining traction this year.

The season commenced with *Viking Orion's* repositioning cruise, the 23-day North Pacific Passage itinerary, sailing from Tokyo to Vancouver.

Exploring Japan and Canada alongside Alaska, the cruise will operate two additional departures this season, with the final sailing embarking on 23 Sep.

Viking's signature itinerary in the region, the 11-day 'Alaska & the Inside Passage' cruise, begins tomorrow from Vancouver on board *Viking Venus*, with 22 departures scheduled across the season, the last being on 13 Sep.

This year's Alaska program has been designed to offer additional time in the region, access to more ports, and greater opportunities for wildlife encounters, with much of the market focused on seven-night itineraries.

Onboard historians add depth

and context to Viking's Alaska program, from Indigenous cultures and early exploration to wildlife and glacial landscapes.

Viking is also offering guests more ways to extend their vacation, with pre- and post-cruise extensions through guided journeys like the Rocky Mountaineer or Denali Explorer, or additional time in cities like Vancouver and Anchorage.

Sailings for the 2028 Alaska season are also now open for booking, offering travel advisors forward planning opportunities for clients, including access to preferred departure dates, broader availability, and the chance to book key itineraries.

Viking will also host a Virtual Explorer Session on Alaska & the Inside Passage on 25 Jun, giving advisors and clients the opportunity to explore the itinerary in detail via an expert presentation - **CLICK HERE** for more information. *MS*

Norwegian cheer

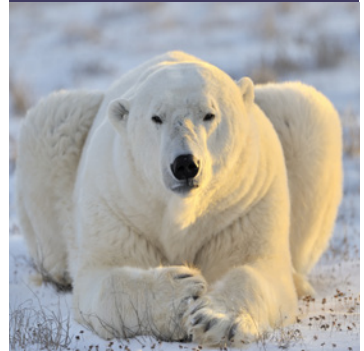
NORWEGIAN Cruise Line (NCL) is offering its top-selling agents the chance to win one of five holiday hampers, each valued at \$150, by booking the cruise line's 14-day round trip Christmas cruise, between now and 31 May.

Departing Sydney on 23 Dec, the voyage includes ports of call such as NZ's Milford Sound and Bay of Islands.



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