CRUISE WEEKLY
delivered daily!
cruiseweekly.com.au
cruiseweekly.co.nz
Wednesday 4th Nov 2026

Cruise Weekly today

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

Experience *Bella*

NORWEGIAN Cruise Line (NCL) is inviting agents to be among the first to book clients on its new vessel, *Norwegian Bella*, which will begin sailing from Europe in May 2028 (***CW*** 22 Oct).

The line's final Prima Class ship features new spaces like Ocean Heights, where cruisers can enjoy the view from the top of the ship.

Norwegian Bella will sail on itineraries including seven-day voyages to the Mediterranean from Barcelona, visiting Rome, Florence, Marseille and more.

To find out more, head to the **back page**.

Celebrity growing Aussie commitment



CELEBRITY Cruises is growing its Australian deployment, as it sees the country as both a source market and destination.

The cruise line's recently launched Australian season will see it offer 20 local sailings aboard *Celebrity Edge* and *Celebrity Solstice* through to Apr 2027 (***CW*** 19 Oct).

Both ships will return next season, with Celebrity upping its commitment to 23 sailings for each of the next two years.

Vice president and managing director Tim Jones told ***Cruise Weekly*** he is pleased to see Celebrity Cruises commit growth to the Australian market, as the cruise line recognises the two-way opportunity that exists Down Under.

"I think we are in a really strong position...we are moderately increasing capacity as we go forward and that's based on what guests are telling us they want to do," he said.

"We always say that guests are our North Star, we build things that our guests want to do, and the appeal for Australia and New Zealand globally is really strong, and we are meeting that.

"There is also that ongoing demand for cruising in their own backyard, which I think Australians really embrace well."

Jones said there is a 'healthy mix' of both local and international guests on board Celebrity's Australian sailings this season, which allows the cruise line to support its local deployment ambitions.

Celebrity's increased commitment comes as a number of other brands, such as Carnival Cruise Line and Virgin Voyages, have decreased or eliminated their Australian deployment in recent years. *MS*





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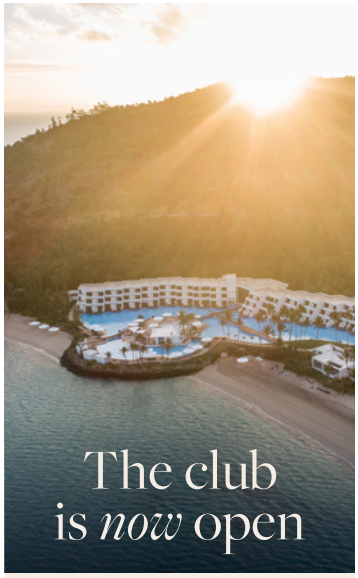
Tokyo Tokyo Old meets New

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NCL ships backed

NORWEGIAN Cruise Line Holdings (NCLH) has secured financing for the third and fourth ships in its next-gen series, provided by Credit Agricole Corporate and Investment Bank and others.



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CCL saddles up for the Cup



CARNIVAL Cruise Line (CCL) has brought almost 6,000 guests to Melbourne for Cup Week aboard *Carnival Adventure* and *Carnival Splendor*.

The dedicated Melbourne Cup sailings departed Sydney over the weekend, bringing an influx of interstate visitors to the city without putting further pressure on heavily booked hotels, with accommodation, dining, entertainment and transport to Flemington on Cup Day all included in the journey.

The ships will spend three days each at Melbourne's Station Pier, giving passengers plenty of time to explore and enjoy shopping, dining and sightseeing.

Carnival Cruise Line assistant vice president Anton Loeb said the voyages offered a great-value way to be part of Cup Week.

"When you consider the cost of flights from Sydney and accommodation in Melbourne, it's a really affordable, fun way to experience one of the most exciting weeks in the sporting calendar," Anton said.

Bookings are now open for the Melbourne Cup cruises from Sydney in 2027 and 2028, with fares starting from around $250 per person per day. *JM*

HX's self-campaign

HX EXPEDITIONS has launched its newest travel advisor incentive, with a famil expedition to Greenland for two up for grabs.

The cruise line is calling upon agents to create an effective marketing campaign that entices travellers to book its sailings to Greenland.

There will be five winners, each earning a cabin for two.

Submissions will be open until 26 Feb 2027 **HERE**.

CRUISE WEEKLY

On location on board
Celebrity Solstice

***Cruise Weekly* is today coming to you from on board Celebrity Cruises' *Celebrity Solstice*, which is this week sailing the 'Australia Wine & Tasmania Cruise'.**

***CELEBRITY** Solstice* has today arrived on Kangaroo Island, where guests will disembark on a number of tours around Australia's third-largest island.

Sixteen cruise ships will visit Kangaroo Island this season, including both Celebrity Cruises vessels: *Solstice* and *Celebrity Edge*.

Passengers arriving at Penneshaw, the island's main settlement, will embark on visits to several local sights, such as Seal Bay, Raptor Domain and the Kangaroo Island Wildlife Park.

RSSC appreciates

REGENT Seven Seas Cruises has kicked off its annual Travel Advisor Appreciation Month, offering a series of webinars discussing some of its most popular destinations.

Hosted by the RSSC team, the events includes Japan on 03 Nov, Monaco and Monte Carlo on 10 Nov, Bari on 17 Nov, and Quebec City on 24 Nov.



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PORTHOLE

SOMETIMES being on the high seas will make you smile with glee.

Carnival Cruise Line is celebrating the most recent theatrical release of *The Cat in the Hat* with a series of Dr. Seuss-approved activations across 23 of its ships.

'Seuss at Sea' is taking place over a two-week period ahead of the film's premiere on 06 Nov, kicking off with The Cat's Hollywood Debut Party, which rolled out a red-and-white striped carpet and featured a range of character appearances, craft workshops and entertainment.

In addition, select staterooms will receive special deliveries containing themed postcards, snack packs and invitations to meet-and-greets.

There will also be a series of activities for guests to partake in at their own leisure such as The Cat's Messy Room Mission, The Cat's Stacking Challenge, The Cat's Rhyme-O-Rama, as well as a workshop to build Thing 1 and Thing 2 shirts for teddy bears.

Oh the places you will go... with a Carnival cruise.



True North looks to 2028



TRUE North has unveiled its 2028 sailing schedule, which introduces three new journeys shaped by guest feedback.

The season opens in WA's Abrolhos Islands and comes full circle in Fremantle, with new itineraries including a 10-night digital detox cruise in the Kimberley between Broome and Wyndham, where guest internet access will be switched off.

Also new for 2028 is the 'Top End Explorer' itinerary, which journeys from Arnhem Land to the Torres Strait over 10 nights, and was developed in close collaboration with Traditional Owners.

The line has also launched the 'Raja Ampat Explorer North' trip - an adventure across the equator to the remote tropical archipelago in Southwest Papua, where guests can snorkel, dive and fish.

"We asked our guests where they wanted to go next, and they were pretty clear about it," Chad Avenell, managing director at True North, said.

"More Raja Ampat, and more time to properly switch off - so we went and found both."

Bookings for the 2028 voyages are now open. *JM*



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On Board: *Celebrity Solstice*

Sunset Park

Sunset Park is *Celebrity Solstice*'s newest outdoor venue, located on deck 15. The space was added during the ship's revitalisation earlier this year, making it the first vessel in the fleet for it to appear on.

Sunset Park features a lawn with seating, shaded canopies, umbrellas, lounge chairs, sofas and small tables. The space also hosts activities and entertainment, including a showing of the Melbourne Cup yesterday.



CLIA UPDATE

with Joel Katz
MD, CLIA Australasia

Get in early

CRUISE360 Australasia has grown to become the most important event of the year for our cruise community, and this year's event was our biggest ever.

Now spanning two days and with more delegates than ever before, the event has become an essential date on the annual cruise calendar and so we've decided to release tickets for next year's conference early.

Our 2027 Cruise360 will be held in Brisbane on 01-02 Sep, involving a fresh line-up of speakers and thought-provoking discussions, as well as an extensive exhibition of cruise lines, destinations and other industry supporters.

Having sharpened our content for this year, we're planning to develop the line-up further in 2027 to ensure it presents a very practical and relevant program - an opportunity to gain real-world insight that cruise specialists can deploy not only in their day-to-day work but also in their long-term growth plans.

It will be a chance to build cruise knowledge, learn more about the forces that shape our industry, and hear directly from industry leaders.

Super earlybird rates are now available for a limited time exclusively to CLIA travel agent members - click **HERE** to register now.

CLIA CRUISE LINES INTERNATIONAL ASSOCIATION AUSTRALASIA

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Norwegian Bella™, Barcelona, Spain

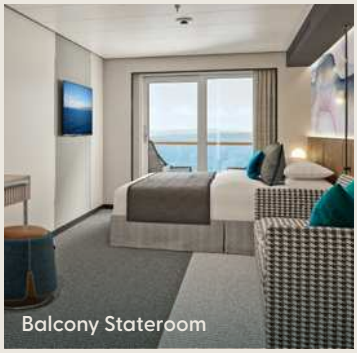
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