CRUISE WEEKLY
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Fri 13th Nov 2026

## *Cruise Weekly* today

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

## *Brilliant* bookings

**VIRGIN** Voyages (VV) has announced four 2028 Alaska itineraries for *Brilliant Lady*, with reservations now open for the season.

Running from 01 May through 14 Sep 2028, the ship offers both one-way and roundtrip options, visiting destinations such as Juneau, Ketchikan, Icy Strait Point, Dawes Glacier, Skagway and a call in Vancouver.

The collection includes a nine-night Seattle roundtrip featuring Hubbard Glacier, while shore experiences range from wildlife watching to fishing and cultural experiences in local communities.

# Secret Atlas eyes local agent partnerships

EXCLUSIVE



**SECRET** Atlas is looking to strengthen its presence in Australia through a targeted trade strategy, prioritising relationships with a select number of agencies as it aims to grow awareness of its micro-cruise offering.

The company's co-founder Michele D'Agostino was in Sydney this week connecting with trade, alongside new expedition specialist and business development manager for Australia, Marta Purwin.

In an interview with ***Cruise Weekly***, the duo acknowledged the importance of travel agents in the Australian market and how they will be instrumental in selling its intimate, expedition-style journeys, which take guests to remote destinations across Antarctica, Greenland, South Georgia and Svalbard.

"It is something we can't bypass here, and it's going to be a bigger thing than maybe in Europe or the USA," Purwin told ***CW***.

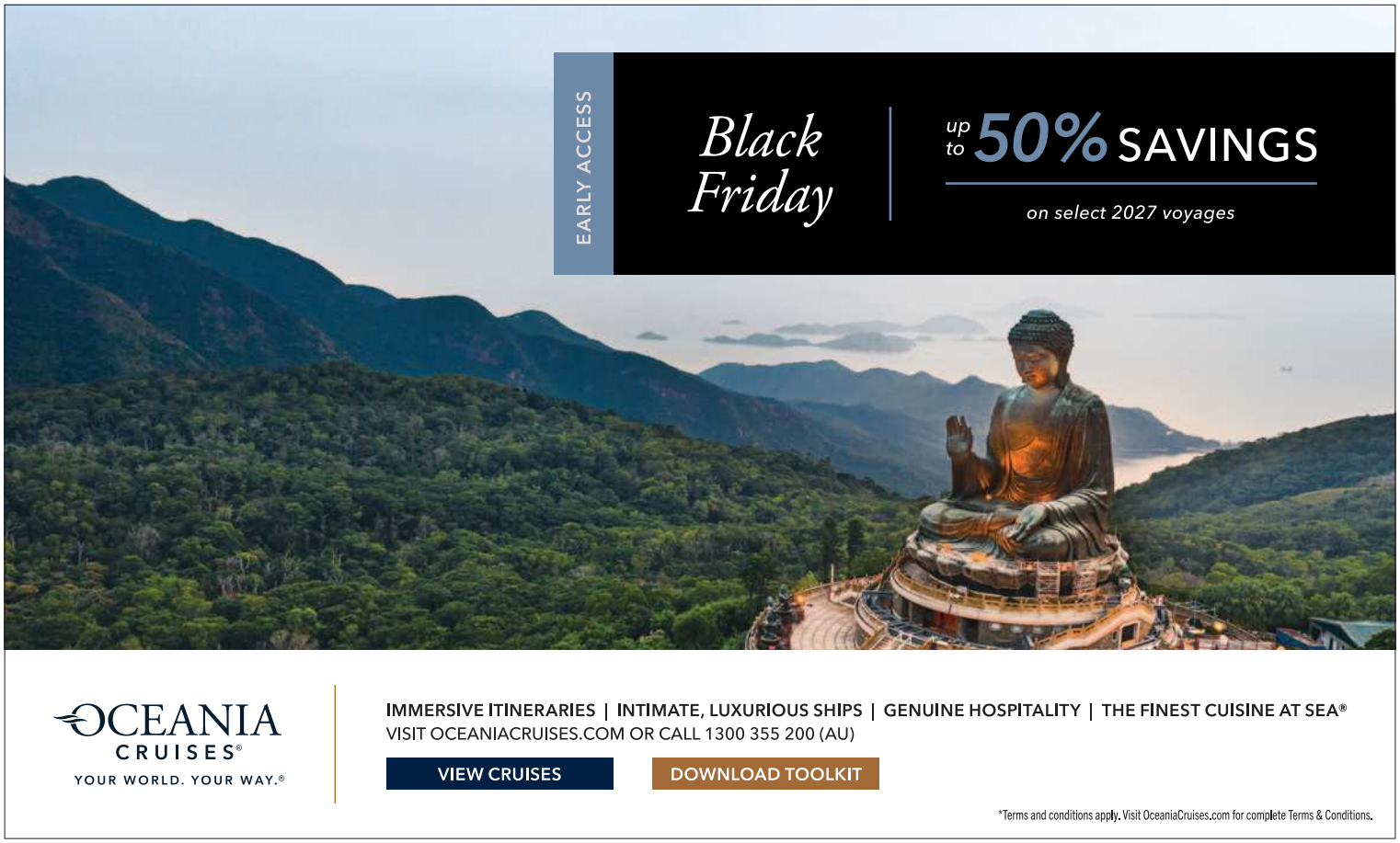
Rather than getting in front of as many agencies as possible, Secret Atlas will focus on identifying a smaller number of quality partners who understand its product and have access to the right clientele.

Safari specialists in particular would make ideal partners for the brand, D'Agostino and Purwin said, as their product is "very close to a safari - as close as you can get, for the microscale".

They pointed out that Secret Atlas sits in a category of its own, which means it will not be trying to entice travellers away from other cruise brands.

"It's a good thing if [agencies] are representing bigger cruise ships or bigger brands because we are so different, so we're not competing for that space," Purwin said.

In terms of its target clientele, Secret Atlas believes it holds appeal for multiple generations, including curious and experienced travellers in their mid-fifties, as well as younger cruisers looking to connect with nature. *JM*



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## *Legend* named

**ROYAL** Caribbean officially welcomed its newest vessel *Legend of the Seas* to its fleet with a naming ceremony in Fort Lauderdale, Florida, yesterday (***CW*** 06 Jul).

The event took place on Veterans Day, with the cruise line honouring the service and sacrifice of US veterans while carrying out the maritime tradition of bestowing safekeeping upon the ship, its crew and vacationers.

*Legend*'s godmother, retired US Air Force General Lori J. Robinson (***CW*** 17 Sep), blessed the Icon-class ship, which will sail six-night Western Caribbean and eight-night Southern Caribbean itineraries.

Every vacation aboard *Legend* will visit Royal Caribbean's private island, Perfect Day CocoCay.

## Taste the Caribbean

**SEABOURN** is set to introduced a new Caribbean-inspired culinary program this month, available on board *Seabourn Ovation* and *Seabourn Quest*.

Dining venues on both vessels will offer regional dishes such as seafood boils, jerk chicken and Cuban sandwiches, in addition to rum cocktails and Jamaican Blue Mountain Coffee, as well as special dining events.

# Viking arrives Down Under



**VIKING** has begun its 2026/27 Australia and New Zealand season, which will see *Viking Orion*, *Viking Venus* and *Viking Sky* (**pictured**) make calls across 92 Australian ports, representing 85,560 passenger visit days.

The season officially kicked off on 06 Nov with the 17-day 'Komodo & the Australian Coast' voyage aboard *Orion*, with four departures on the itinerary taking place this season.

From 22 Nov, both *Orion* and *Venus* will operate 12 departures of the 15-day 'Australia & New Zealand' itinerary.

*Viking Sky* will sail Down Under in Feb during the 142-day 'Viking World Cruise', departing Fort Lauderdale on 22 Dec.

While in Australia, *Sky* will visit Sydney, Brisbane, the Whitsundays, Cairns, Thursday Island and Darwin.

During Australian port days, there will be a range of included and optional excursions available, such as exploring Mossman Gorge in Cairns, visiting Hunter Valley wineries while in Newcastle, taking a tour of the Barilla Bay Oyster Farm in Hobart and joining a pub crawl around The Rocks in Sydney.

Australian Cruise Association CEO Jill Abel has welcomed Viking's arrival on local shores, highlighting the positive impact the cruise line makes each year.

"Viking makes a valuable contribution to Australia's cruise industry, with its destination-focused itineraries bringing international visitors to our shores and creating significant opportunities for local tourism operators, attractions, hospitality businesses and regional communities," she said. *JB*

## RBG on board Asia

**RAILBOOKERS** is seeking cruise partners in Asia, as it continues its expansion into the region.

The company recently announced a partnership with AmaWaterways, focusing on European rivers, and according to president and CEO Frank Marini, it is currently in conversations with other cruise lines to launch similar collaborations in Asia.

"We're speaking to a number of other cruise companies who are around the world that have products not only in Asia, but in Australia, New Zealand and Europe," Marini told ***CW*** at the Railbookers Group Global Summit.

"We're trying to find who's the right partner for us...we've always done tons of pre- and post-river and tons of pre-and post-ocean cruising - now we want to combine them."

Marini added that he has noticed a large amount of product development for travel in Asia right now, as well a growing demand for luxury in the region. *JHM*




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## PORTHOLE

**EXPLORA** Journeys' (and tennis') poster boy Jannik Sinner is back again, leading the cruise line's new Out of Office (OOO) campaign.

The marketing initiative pays homage to the fabled corporate lingo, depicting Sinner stepping away from tennis (or out of office) and into an 'Ocean State of Mind'.

Filmed during *EXPLORA III*'s Prelude Journey, the hero video shows Sinner narrating his OOO experience, showing the tennis star grabbing a morning coffee, enjoying the dining area and sitting with a newspaper in the pool (**pictured** below).

The video also saw Sinner write "I will return, when I return" as his OOO message.

This 70-second film will be rolled out across digital platforms as well as air on global television during the Nitto ATP Finals in Turin from 15-22 Nov.

OOO builds on Explora's *Maybe* campaign, challenging traditional perceptions of ocean travel.




# *Queen Vic*'s regal makeover



**CUNARD** has offered the first look at *Queen Victoria* following a three-week refurbishment at Damen Shiprepair in Rotterdam (***CW*** 21 Jul).

The 2,000-guest ship now boasts a refreshed Grand Lobby, a reimagined Queens Room, enhanced Princess and Queens Grill Suites and the introduction of The Pavilion Wellness Cafe.

At the heart of the refurbishment is a refreshed three-storey Grand Lobby, now featuring new regal details.

The Queens Room's look has been inspired by the vibrant floral borders of the Royal Palaces as well as Queen Victoria's beloved orange blossom jewellery.

Additionally, the ship's Princess Grill and Queens Grill Suites have undergone a redesign, including new furnishings, while the Grill Suites Lounge and elevator lobby now welcome guests with interiors inspired by Queen Victoria's favourite jewels.

The refurbishment has also introduced eight additional Britannia staterooms, including three in a new premium category - Britannia Deluxe Oceanview - featuring floor-to-ceiling windows.

Guests can now enjoy a new dining option, with *Queen Victoria* becoming the third ship in the Cunard fleet to feature the Pavilion Wellness Cafe, following its successful debut on *Queen Anne* and *Queen Elizabeth*.

The venue offers breakfast, lunch and daytime dining focused on plant-based cuisine alongside sustainably sourced meat, fish and dairy options.

"*Queen Victoria* has long been loved by our guests for her timeless elegance, distinctive character and uniquely warm atmosphere," Cunard president Paul Ludlow said.

"This transformation has been carefully designed to celebrate those qualities while introducing thoughtful enhancements that reflect the expectations of today's luxury traveller."

The transformed ship will embark on her 109-night World Voyage on 10 Jan 2027, calling at 32 ports including Sydney. *JM*

## Star gets a facelift

**STAR** Clippers has launched its redesigned website, featuring new videos, more in-depth ship and crew profiles, and new planning resources to help travellers looking to book their next trip.

The new full-screen video and photography showcases Star Clippers' three sailing ships, with a detailed overview of life on board as well as its shore excursions.

Navigation on the new website makes exploring itineraries as well as comparing ships and fares more seamless.

The website's Life Onboard pages provide information about dining, accommodation options, watersports and special occasions.

From The Charthouse features articles on sailing ship rigs, how vessels harness the wind and other nautical insights - see the website **HERE**.

## Princess turns blue

**PRINCESS** Cruises has kicked off its annual 'Blue Fri' sale, running until 07 Dec.

The promotion offers up to 50% off cruise fares, up to $400 in instant savings and free fares for third and fourth guests on select voyages.

Travellers can snap up the deals on a variety of the line's journeys, including a seven-day Mediterranean cruise featuring Italy and Turkey, which sails from Rome to Athens aboard *Sun Princess* on 22 Aug 2027.

Find out more **HERE**.

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